

*R. D. Williams*  
7-1-58

Wickham

FEDERAL TRADE COMMISSION  
WASHINGTON 25

BUREAU OF CONSULTATION

JUN 20 1958

Mr. Dean Foster,  
Director of Laboratories,  
United States Testing Company, Inc.,  
1415 Park Avenue,  
Hoboken, New Jersey.

In re: Testing of Cigarettes.

Dear Mr. Foster:

Pursuant to our recent correspondence, we enclose a copy of our tentative standards to be followed in conducting tests of the content of smoke of cigarettes which have been devised for the proposed purpose of evaluating advertising claims by the Commission's staff under its Cigarette Advertising Guides.

The said standards have not been adopted by the Commission as yet.

Under separate cover we have forwarded to you four cartons of unbranded 85 mm., plain tip cigarettes.

We request that you use sixteen cigarettes from each of the four cartons (for a total of 64) to make eight determinations of tar and nicotine in accordance with the proposed standards. However, for this special test, disregard paragraphs I(a), (c) and (d) of the "Procedure for Selection of Cigarettes For Smoke Analysis" and substitute for (d) the following:

"From each carton select at least 16 cigarettes within  $\pm$  20 milligrams of the grand average weight, keeping the cigarettes from each carton separate."

We ask that of the eight determinations of nicotine, four be by the spectrophotometric method and four by the gravimetric method and that you indicate in your report to us the nicotine content by each method.

Please follow the applicable paragraphs of Paragraph V of the tentative Standards in reporting your results to us. We would appreciate, and do solicit, your comments on the tentative Standards in light of your experiences in conducting these tests.

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Mr. Dean Foster

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While we do not seek to set a dead-line as to when we will need your results, it is hoped that you will be able to undertake the tests within a reasonably short time.

Thanking you for your cooperation in the public interest, we are

Very truly yours,

*Paul A. Jamarik*  
Paul A. Jamarik,  
Acting Director,  
Bureau of Consultation.

Enclosure

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